

Message Text

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FOR IEU IBS IMV

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TAGS: OGEN OEXC UR US

SUBJECT: LITERATURNAYA GAZETA RESPONSE TO VOA INTERVIEW

1. RECENT VOA INTERVIEW WITH MPAA PRESIDENT JACT VALENTI WHICH MENTIONED OBSTACLES TO SOVIET-AMERICAN COOPERATION IN AREA OF CINEMATOGRAPHY PROVIDED RESPONSE FROM SOVIETS IN FORM OF ARTICLE BY SOVEKSPOR-TFIL'M

DIRECTOR V. YA MAYATSKIY APPEARING IN AUGUST 24 ISSUE OF LITERATURNAYA GAZETA.

2. REFERRING FREQUENTLY TO VOA BY NAME AND ADDRESSING POINTS MADE DURING INTERVIW, MAYATSKIY DEFENDED PAST SOVIET PERFORMANCE IN PURCHASE AND DISTRIBUTION OF AMERICAN FILMS. HE CLAIMS THAT SOVIETS PURCHASED 99 U.S. FILMS BETWEEN 1958 AND 1974 COMPARED TO AMERICAN PURCHASES OF ONLY 48 SOVIET FILMS, WITH 21 SOVIET ACQUISITIONS IN 1975-76 COMPARED WITH ONLY 7 BU U.S.

3. MAYATSKIY CRITICIZED AMERICAN FOR FAILURE TO OBSERVE UNCLASSIFIED

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"BASIC RULES"

OF INTERNATIONAL COOPERATION IN FILM EXCHANGE, AMONG THEM GOOD FAITH AND REPUDIATION OF DISCRIMINATORY PRACTICES, PARTICULARLY AS THEY RELATE TO COST OF FILMS. HE FURTHER CHARGED THAT AMERICAN SIDE FAILS TO DISTRIBUTE THE FEW FILMS IT DOES ACQUIRE

ON GROUND

THEY LACK BOX OFFICE APPEAL. ACCORDING TO MAYATSKIY, INON-COMMERCIAL USE OF SOVIET FILMS IN U.S. (UNIVERSITIES, SCHOOLS AND CLUBS) AND YEARLY INVITATIONS TO PARTICIPATE IN AMERICAN FILM FESTIVALS INDICATE INTEREST IN SOVIET FILMS ON PART OF AMERICAN PUBLIC AND ESTABLISHES COMMERCIAL WORTH OF SOVIET FILMS.

4. ANYWAY, HE CONCLUDES, "BOX OFFICE" CONSIDERATIONS ARE NOT DETERMINING FACTOR IN AMERICAN FILM COMPANIES' DECISIONS TO PURCHASE SOVIET FILMS. AND HE CITES THE FLOURISHING FILM EXCHANGES USSR HAS DEVELOPED WITH SUCH CAPITALIST COUNTRIES AS FRANCE, ITALY AND JAPAN. THESE COUNTRIES, IN MAYATSKIY'S VIEW, APPROACH FILM EXCHANGE WITH SOVIET UNION WITH GOOD WILL AND DESIRE FOR FRUITFUL COOPERATION WHICH U.S. APPEARS TO LACK.

5. COMMENT: ALONG WITH MUCH LONGER PIECE IN AUGUST 26 "SOVETSKAYA KULTURA" ATTACKING U.K. FILM DISTRIBUTORS FOR SIMILAR SINS AS ATTRIBUTED TO US COMMERCIAL FILM NET, "LITGAS" ARTICLE INDICATES CONTINUED SOVIET FRUSTRATION AT INABILITY TO REACH FILM UNCLASSIFIED

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AUDIENCES IN ENGLISH-SPEAKING WORLD WITH STANDARD SOVIET FILM FARE. TONE OF ARTICLE AND ITS APPROACH TO QUESTION INADVERTENTLY SUPPORT VALENTI VIEW ALLEGEDLY EXPRESSED IN INTERVIEW; NAMELY, FUNDAMENTAL DIFFERENCES BETWEEN BOTH SIDES WILL CONTINUE TO INHIBIT EXPANSION OF WHAT SOVIETS CALL "COOPERATION" IN FILM EXCHANGES. TOON

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